

ASSESSMENT REPORT 2014-2015

Business Graduate: International Business

(Instructional Degree Program)

MBA

(Degree Level)

Program Mission:

New Mexico Highlands University's Department of Business Administration is committed to the success of our students and to the highest observance of our professional accreditation standards. Our mission is to become the best small school of business in the southwest and to prepare students to be confident, competent, ethical, and responsible business decision-makers, managers, leaders, and agents of economic and social betterment in today's changing global business environment.

Student Learning Outcome 1:

International Business students understand the global business environment—that is, the interconnectedness of cultural, political, legal, economic, and ethical systems.

NMHU Traits Specifically Linked to Student Learning Outcome 1

- Mastery of Content Knowledge and Skills
- Critical and Reflective Thinking Skills

First Means of Assessment for Outcome 1:

Scores on final exams in MGMT 621 Business & Society. Criterion measure: 70% of students will score 80% or better = meets the outcome.

Summary of Data:

| | | | |
|---------------------------------------|----|---|-------|
| Number of Students Meeting Criterion: | 15 | Number of Students Not Meeting Criterion: | 2 |
| Total Number of Students Assessed: | 17 | Percent of Students Meeting Criterion: | 88.2% |

Second Means of Assessment for Outcome 1:

Scores on exams in INTB 640 International Business. Criterion measure: 70% of students will score 80% or better = meets the outcome.

Summary of Data:

| | | | |
|---------------------------------------|---|---|------|
| Number of Students Meeting Criterion: | 5 | Number of Students Not Meeting Criterion: | 0 |
| Total Number of Students Assessed: | 5 | Percent of Students Meeting Criterion: | 100% |

Interpretation of Results for Outcome 1:

For Outcome 1 MGMT 621, the results dropped from 100% the previous year to 88.2%. However the results may not be too significant because only 2 students out of 17 failed to meet the criterion. We will double our efforts and continue to maintain high standards in

the future. For Outcome 1 INTB 640, the results were similar to the previous year at 100%.

Student Learning Outcome 2:

International Business students understand the export, franchising, joint venture and full direct entry of marketing an organization into another country.

NMHU Traits Specifically Linked to Student Learning Outcome 2

- Mastery of Content Knowledge and Skills
- Critical and Reflective Thinking Skills

First Means of Assessment for Outcome 2:

Scores on case studies in MKTG 574 International Marketing. Criterion measure: 70% of students will score 80% or better = meets the outcome.

Summary of Data:

| | | | |
|---------------------------------------|---|---|-------|
| Number of Students Meeting Criterion: | 5 | Number of Students Not Meeting Criterion: | 2 |
| Total Number of Students Assessed: | 7 | Percent of Students Meeting Criterion: | 71.4% |

Second Means of Assessment for Outcome 2:

Scores on final exams in FIN 575 International Finance. Criterion measure: 70% of students will score 80% or better = meets the outcome.

Summary of Data:

| | | | |
|---------------------------------------|----|---|-------|
| Number of Students Meeting Criterion: | 11 | Number of Students Not Meeting Criterion: | 2 |
| Total Number of Students Assessed: | 13 | Percent of Students Meeting Criterion: | 84.6% |

Interpretation of Results for Outcome 2:

For Outcome 2, first means of assessment in MKTG 474, the results were similar to that of last year at 71.4%. Students are meeting the criterion measure but there is room for improvement. The sample size was small and may have skewed the results. Still, sample size or not, we need to try to improve. For Outcome 2, second means of assessment in FIN 575, 85% met the criteria on the final for the course. In the 2013-2014 time period 85% met the criteria. An increase in emphasis on exporting, franchising, joint venture, and direct marketing into a country is warranted to increase these percentages.

Student Learning Outcome 3:

International Business students understand the importance and impact of exporting a company's product into another location, entry through a joint venture with another firm in the target country, and foreign direct investment into the target country.

NMHU Traits Specifically Linked to Student Learning Outcome 3

- Mastery of Content Knowledge and Skills
- Critical and Reflective Thinking Skills

First Means of Assessment for Outcome 3:

Scores on exams in MKTG 574 International Marketing. Criterion measure: 70% of students will score 80% or better = meets the outcome.

Summary of Data:

| | | | |
|---------------------------------------|---|---|-------|
| Number of Students Meeting Criterion: | 5 | Number of Students Not Meeting Criterion: | 2 |
| Total Number of Students Assessed: | 7 | Percent of Students Meeting Criterion: | 71.4% |

Second Means of Assessment for Outcome 3:

Scores on case studies in FIN 575 International Finance. Criterion measure: 70% of students will score 80% or better = meets the outcome.

Summary of Data:

| | | | |
|---------------------------------------|----|---|-------|
| Number of Students Meeting Criterion: | 12 | Number of Students Not Meeting Criterion: | 1 |
| Total Number of Students Assessed: | 13 | Percent of Students Meeting Criterion: | 92.3% |

Interpretation of Results for Outcome 3:

For Outcome 2, first means of assessment in MKTG 474, the results were similar to that of last year at 71.4%. Students are meeting the criterion measure but there is room for improvement. The sample size was small and may have skewed the results. Still, sample size or not, we need to try to improve. For Outcome 2, second means of assessment in FIN 575, 85% met the criteria on the final for the course. In the 2013-2014 time period 85% met the criteria. An increase in emphasis on exporting, franchising, joint venture, and direct marketing into a country is warranted to increase these percentages.